



NAUTILUS
SCHWINN
BOWFLEX
Universal



Schwinn Airdyne AD8

The Next Generation of the Total Fitness Bike



Iconic Brand

SCHWINN *AirDyne*™



AirDyne
1980s



AD4
1990-2011



Evo Comp
1990-2011



AD2
2011

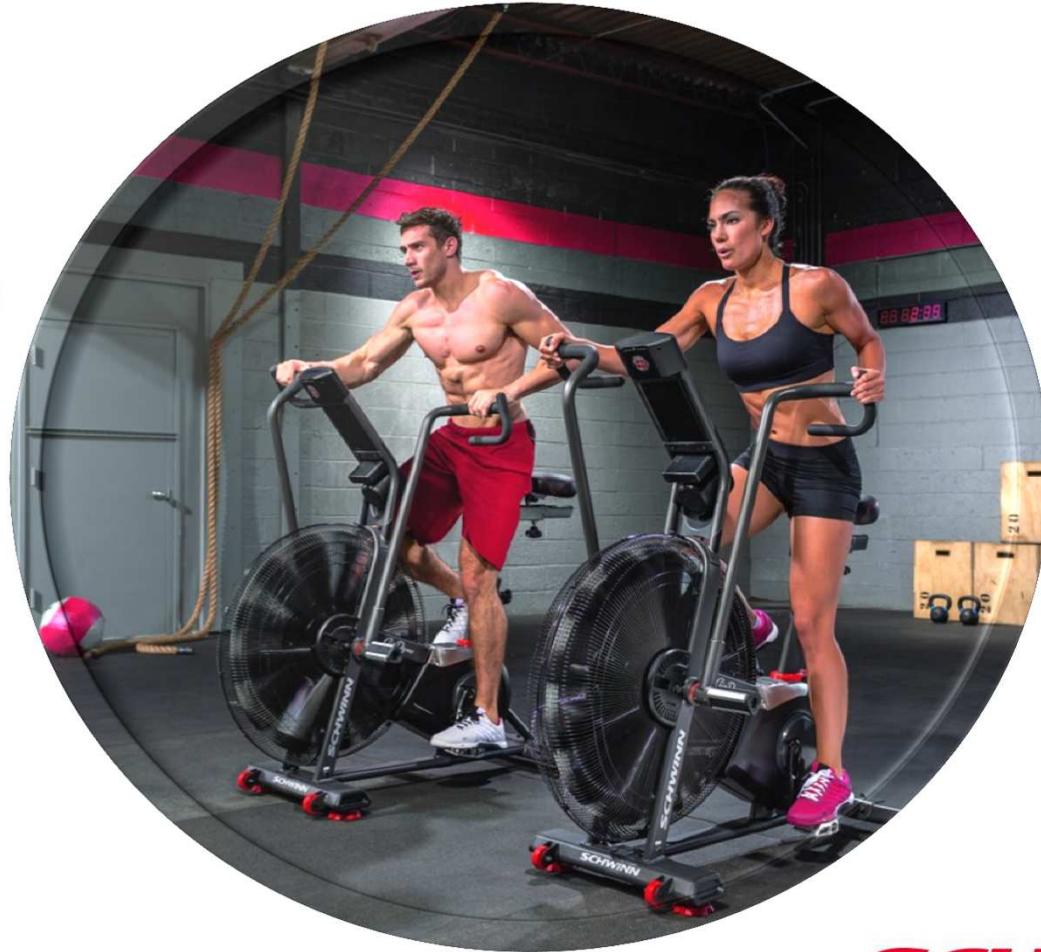


AD6
2012

Schwinn invented AirDyne technology, built its legacy around the power of unlimited wind resistance and has continued to refine the technology to ensure you get the results you expect from a legend amongst its peers. Every legacy has a successor...

Schwinn AD8 Total Fitness Bike

Meet
Your
Match.



SCHWINN.
AirDyne™

Schwinn AD8 Total Fitness Bike

Introducing the all-new Schwinn Airdyne AD8 Total Fitness Bike...



- The new Schwinn Airdyne AD8 embodies the iconic Schwinn Quality reputation but has been updated with a design and feature set in perfect alignment with today's unique fitness challenges and environments.
- The Schwinn AD8 Total Fitness Bike is built to stand the test of time as well as the rigors of high intensity training. Every detail has been meticulously designed and tested to a distinct measure of performance durability.

Schwinn AD8 Total Fitness Bike - Targets

Broad Range of Audiences

- High Intensity Interval Training devotees
- Elite athletes
- CrossFit Affiliate Gym Owners/Members
- Low impact aerobic exercise seekers
- Physical/Occupational therapy patients



Exercise Interest

- Training - Schwinn Airdyne Consumers were mostly focused on achieving a higher level of measurable fitness in an intense & competitive environment
- Rehabilitation - strong desire to try or return to a trusted source (brand loyalty)



Unique Challenges

- Finding a modality that provides a “CrossFit worthy” level of training AND holds up to the rigors of the environment
- Injury/Medical recovery requires the ability to scale exercise to the changing level of ability



Schwinn AD8 Total Fitness Bike - Positioning

Total Fitness

- Full body workout
- Multi-position handles work arms & upper body
- Balancing upper & lower body workouts engage the core
- Direct drive belt maximizes lower body workout
- Resistance matches your effort

Meet Your Match

- Unlimited Resistance
- You get out what you put in
- As high performing as you are – AD8 works as hard as you do

Key Messaging

- Legacy Brand – Airdyne is Schwinn
- Durability - You will give out long before Airdyne AD8 does
- Comfort/Ease of Use - Airdyne AD8 offers features to comfort your body as you push the outer range of your physical limits
- Challenge - You control your own destiny – match your workout to your level of intensity
- Metrics - Consistently and accurately measure results

Schwinn AD8 Total Fitness Bike - Competitive Advantages

Performance & Quality:

- Built with durable commercial grade components to withstand the rigors of a high use environment
- Perimeter weighted performance fan for easy start up and smooth ride
- Single stage belt drive system efficiently transfers power, lowers maintenance, and quiet operation



Comfort & Usability:

- Progressive wind resistance system provides infinite challenge levels
- Multi position hand grips offer a variety of workout options
- Saddle is height and fore/aft adjustable for optimum ergonomic positioning



Technology:

- Calibration feature ensures consistency across bikes in a gym setting
- Multi- LCD Display console with Calories, Watts, Time, Distance, Speed, PRM, and heart rate readouts
- 9 Programs including interval programs
- Heart rate telemetry enabled



Performance & Quality – Engineered ‘Smoothness’



- If there was a competition for the one word we heard more than any other during product development and consumer research, SMOOTH was the hands down winner.
- Evenly distributing the weight along the perimeter of the flywheel and matching it with the direct drive belt system provides a consistently smooth, yet challenging ride.
- The direct drive belt takes the rider’s effort and delivers it directly to the flywheel, which then returns resistance to the rider. No secondary drives, no dispersion of energy – just pure power.
- Because it’s a belt drive, there are no chains to grind or fall off the gears on the AD8. The belt is a consistent, yet whisper quiet workhorse.

Performance & Quality – Cranks & Body Construction



- AD8 AirDyne can bear a 350lb weight capacity including foot peg, cranks, and stainless steel cover offering a challenge for a variety of uses
- Spline interface gives more surface area for crank and shaft to interact so less chance of slip and wear
- Frame platform is equipped with a structural support and stainless steel step plate to allow the rider to easily step up onto the bike
- Welded steel frame ensures fasteners will stay tight and secure which coincidentally reduces maintenance
- Double coated for rust prevention to ensure the AD8 can withstand all environments
- 4 contact stability levelers provide extra support, adjustability and customization

Comfort & Usability - Seat



- The AD8 features a cushioned seat, providing more coverage which helps to distribute weight more evenly
- Seat mitigates uncomfortable pressure points typical with traditional saddle style seats
- Designed with a universal rail & clamp system, the Schwinn AD8 affords the rider flexibility to use our seat or remove it and add their own custom seat
- Fore/Aft and height seat adjustability – with registration marks on height adjustments helps users easily remember their ideal setup

Comfort & Usability - Hand Grips



- Multi-position hand grips offers the flexibility to place your hands either vertically or horizontally, so you can find the orientation that maximizes your workout
- Also allows many users of different heights to use the same bike and find the grip that best suits their preference:
 - Smaller frames can use the lower handle for a closer reach
 - Taller frames will use the top handle to ensure they are getting a full extension
- Urethane dipped hand grips are more comfortable on hands while gripping to drive power.

Comfort & Usability – Foot Pegs



- When you want to focus on upper body, we've developed, anti-slip foot pegs for a more robust push off...offering the ability to leverage more power from the workout
- The AD8 foot pegs have been designed with a flat face (instead of a round cylinder) which provides more surface area for the foot to connect with the platform, minimizing the chance of feet slipping off
- These robust anti-slip foot pegs are not only triple sided, but they also rotate so the foot quickly grounds itself when moving from full body exertion
- Unique grip pads on each peg face provide extra traction, whether you are looking for a spot to comfortably rest feet during a cool down or to push off and leverage power during sprints

Technology – Programs & Metrics



- Programs:
 - Manual
 - 20/10 Interval
 - 30/90 Interval
 - Custom Interval – allows you to customize workout to your desired length
 - Time Target
 - Calorie Target
 - Kilojoules Target
 - Miles Target
 - Kilometers Target
- Heart Rate readouts provide results for fat burn, aerobic, and anaerobic zones
- Tachometer provides average calories per minute
- Rate select provides calories, watts, rpm, and speed

Technology - Calibration



- Calibration of machine allows for accuracy of workout results and data
- Environments can change across geographies which will provide different results if the rider is maintaining the same RPM. The calibration feature allows the user to get an accurate reading no matter where they are located
- The AD8 resistance is related to how much air is being moved by the fan. The calibration procedure uses onboard atmospheric sensors to correct it's power curve based on the air temperature and pressure

Technology - Display Detail





AD8 Research

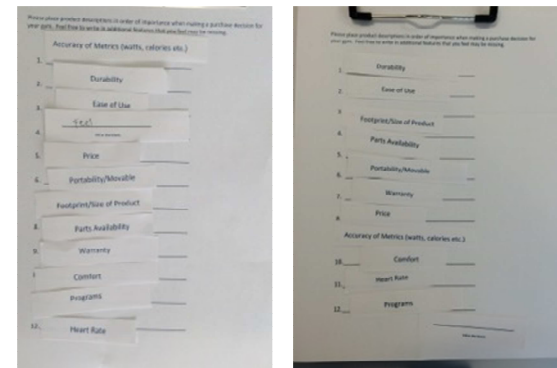
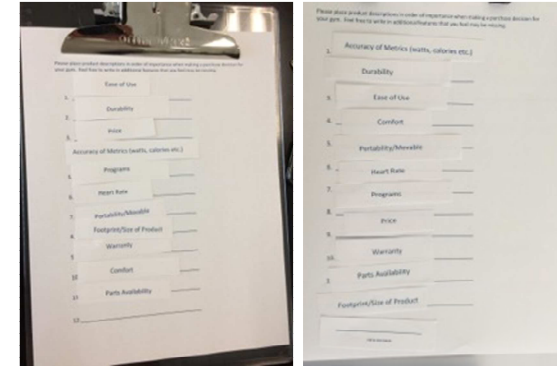
Doing our Research!

- Nautilus partnered with several CrossFit® Gyms in the Northwest, including one of the elite US gyms CrossFit Fort Vancouver to gain invaluable product research and testing prior to launching product
- We are listening – feedback from these gyms provided us with the key insights for success in a CrossFit environment
- Changes to the product have already been made from this partnership – specifically, a 5 minute continuous timer to better suit competition atmosphere
- Ongoing product research with key athletes and gyms will continue to provide insight for this and future product development



AD8 – CrossFit Priorities

- #1 Durability - When purchasing, long term use and testimonials will be key in convincing this audience.
- #2 Ease of Use – Seat adjustability, intuitive and easy to read console are key.
- #3 “Accuracy of Metrics” – NOT accuracy of calorie burn but consistency of metrics across products. The more precision, the better – especially in a competitive environment.
- #4 Comfort – Seat and handle placement was most often referred to when evaluating this attribute.



The Aftermath



CFFV Championships & Events

- Events will be priority to ensure the Schwinn AD Pro is adopted by elite gyms and athletes
- The Schwinn AD Pro will be featured at the CrossFit Fort Vancouver Championship January 9 & 10th
- Top 4 teams will win a Schwinn AD Pro as well as the winners of the online qualifier

Additional Events:

- East Coast Championships
- Wodapalooza
- Killcliff Cascade Classic



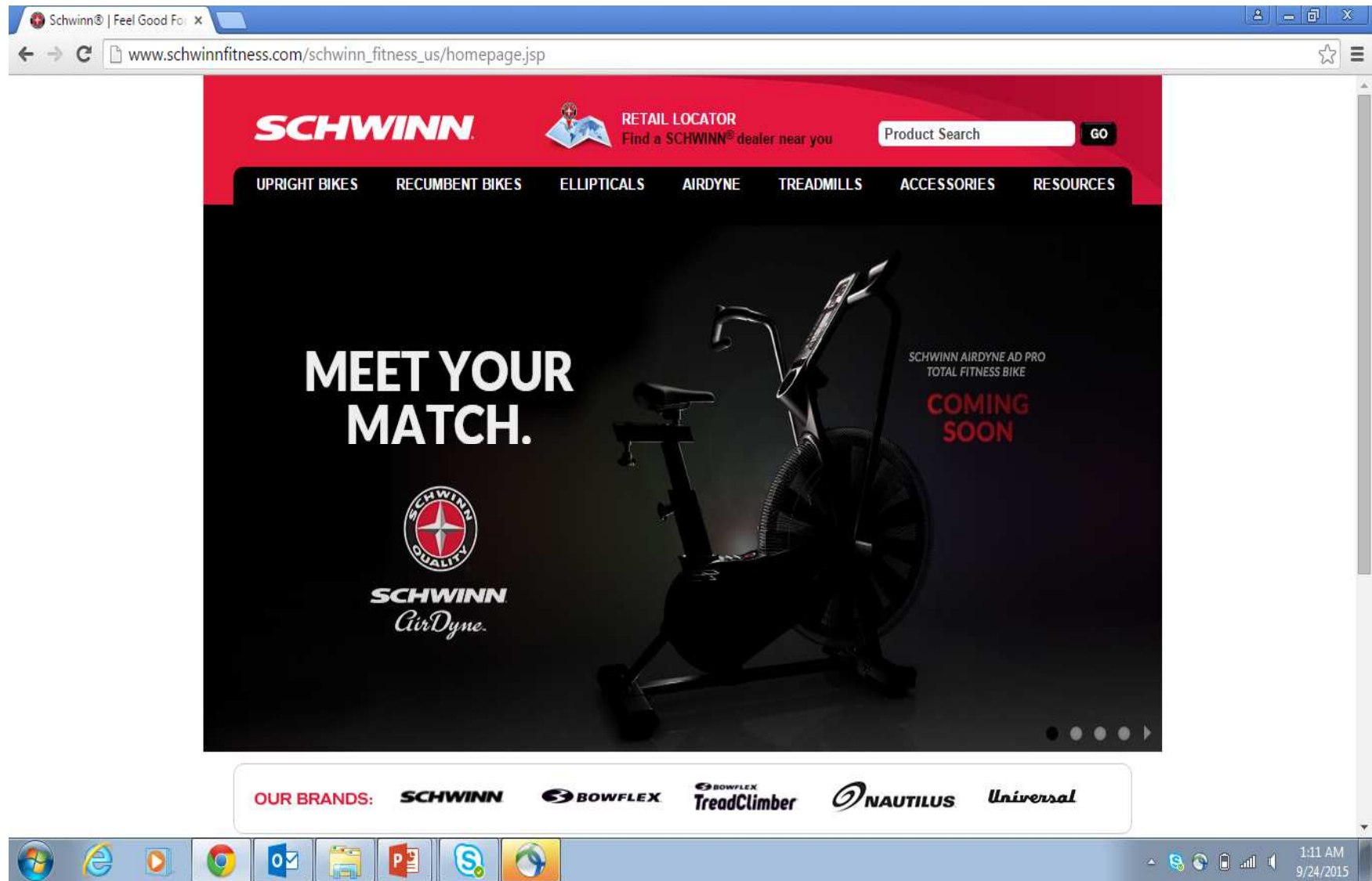


Activation Tools

Digital: Display/Search



Online: Home Page Slider



Online: Category Detail Page

The screenshot shows a web browser window displaying the Schwinn website. The address bar shows the URL www.schwinnfitness.com/schwinn_fitness_us/products/airdyne.jsp. The page features a red header with the Schwinn logo, a "RETAIL LOCATOR" button, and a "Product Search" field. Below the header is a navigation menu with categories: UPRIGHT BIKES, RECUMBENT BIKES, ELLIPTICALS, AIRDYNE (highlighted), TREADMILLS, ACCESSORIES, and RESOURCES. The main content area is a large image of a woman on a Schwinn AirDyne bike. Text on the image includes "Meet Your Match" and "SCHWINN AirDyne". A "COMING SOON" banner for the "SCHWINN AIRDYNE AD PRO TOTAL FITNESS BIKE" is also visible. A "COMPARE MODELS" button is located below the main image. At the bottom of the page, there are four small thumbnail images of different AirDyne bike models. The Windows taskbar at the bottom shows the time as 1:13 AM on 9/24/2015.

Online: Product Detail Page

Schwinn® Airdyne® AD Pro

www.schwinnfitness.com/schwinn_fitness_us/products/airdyne/prdcdovr~100458/Schwinn+Airdyne+AD+Pro.jsp

SCHWINN RETAIL LOCATOR Find a SCHWINN® dealer near you Product Search GO

UPRIGHT BIKES RECUMBENT BIKES ELLIPTICALS **AIRDYNE** TREADMILLS ACCESSORIES RESOURCES

Home > Airdyne® Bikes > Schwinn® Airdyne® AD Pro

Schwinn® Airdyne® AD Pro

☆☆☆☆ 0.0 Be the first to write a review G+1 0 f Like 2

Put the "Pro" back in training.

The new Schwinn® Airdyne® AD Pro leverages the iconic Schwinn air resistance reputation of durability and performance and updates it with a design and feature set in perfect alignment with today's unique fitness challenges and environments. Whether you use it to bring your workouts to a new level or require the perfect total body cardio workout machine for your home; the new Schwinn® Airdyne® AD Pro delivers the latest in air resistance technology for effective and efficient workouts.

Coming Soon

Zoom

1:14 AM 9/24/2015

Collateral: Sell Sheet (Front)



**ORIGINAL.
AUTHENTIC.
AIRDYNE.**

SCHWINN

**Meet
Your
Match.**

SCHWINN AD8
The new Schwinn Airdyne AD8 leverages the iconic Schwinn air resistance reputation of durability and performance and updates it with a design and feature set in perfect alignment with today's unique fitness challenges and environments. Whether you use it to bring your WODs to a new level at your local CrossFit box or require the perfect total body cardio workout machine for your home, the new Schwinn Airdyne AD8 delivers the latest in air resistance technology for effective and efficient workouts.

SKU#100475

Collateral: Sell Sheet (Back)

SCHWINN



AIRDYNE AD8 SKU #100475

TECHNOLOGY

- Multi- display LCD console with Calories, Watts, Time, Distance, Speed, RPM, and heart rate readouts
- Airdyne AD8 includes Interval Programs, Target Programs, and Heart Rate level indicators for Fat Burn, Aerobic, and Anaerobic training.
- Heart Rate telemetry enabled

PERFORMANCE & QUALITY

- Built with durable commercial grade components to withstand the abuse of continued use in a commercial environment
- Perimeter weighed performance fan for easy start up and smooth ride
- Single stage belt drive system for efficient power transfer, low maintenance, and quiet operation

COMFORT & USABILITY

- Progressive wind resistance system offers infinite levels of challenge
- Multi position hand grips offer a variety of workout options
- Saddle is height and fore / aft adjustable for optimum positioning

FEATURES

SKU	100475
RESISTANCE LEVELS	Infinite
RESISTANCE SYSTEM	Air
PROGRAMS	9
DRIVE SYSTEM	Single-Stage Belt Drive
WORKOUTS	Simultaneous Upper / Lower Body or Upper Body or Lower Body workout only
HEART RATE	Telemetry enabled
DISPLAY TYPE	High Contrast LCD resolution
DISPLAY READOUTS	Time, Distance, Calories, RPM, Watts, Pulse, Speed
STYLE	Upright
POWER REQUIREMENTS	Two D batteries (not included) AC adapter ready
SEAT	Fore/aft adjustments
WATER BOTTLE HOLDER	Yes
MAX USER WEIGHT	350 lbs / 160kg

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For more information please go to NautilusInc.com

Collateral: Ad/Poster



Meet Your Match.




AirDyne **AD8**


Schwinn AD8 Airdyne Total Fitness Bike

The Total Fitness Bike that lets challenging as you want it to be. Leverage your sweat equity with our direct drive belt system to power propel your workout to the highest level, or give low impact while still keeping up your heart rate. The AirDyne AD8 is built to endure even the most intense athletes. From the perforator weighted flywheel for smooth start-up and cooling, to the adjustable handlebars that allow more of your power to be applied. And with our multi-position handle post and 4-point platform, you can maximize the power of your workout. The Schwinn AirDyne AD8 matches your intensity and challenges you to more.

SCHWINN www.schwinnfitness.com




Meet Your Match.




Schwinn AD8 Airdyne Total Fitness Bike


AS HIGH-PERFORMING AS YOU ARE.



Control your workout intensity with the Schwinn AD8's adjustable handlebars. The AD8's adjustable handlebars allow you to customize your workout.

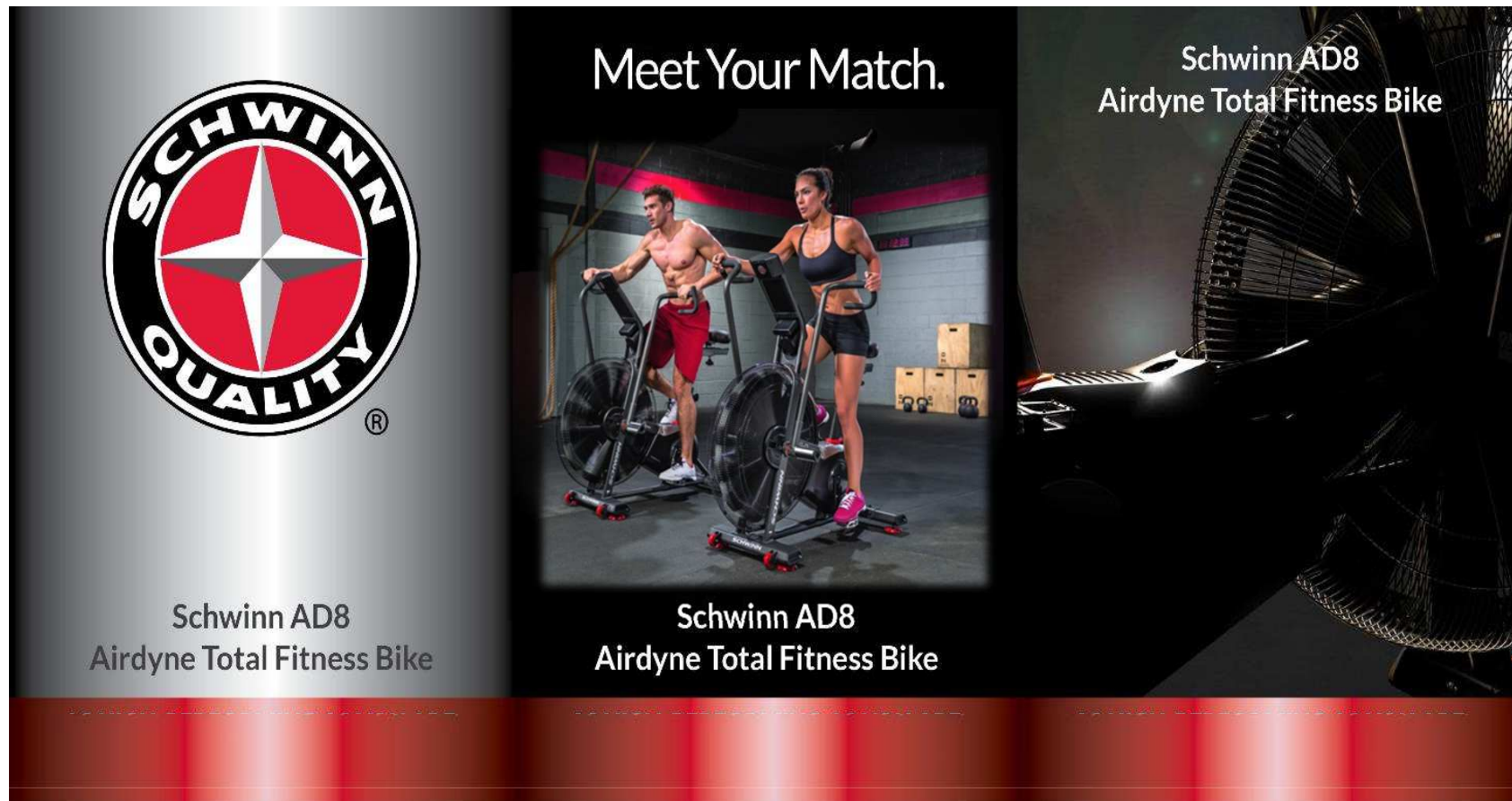


Take charge of your progress with our precision tracking.



Monitor your progress with our precision tracking.

Collateral: Brochure



POS Concepts: Retractable Banner



Schwinn AD8 Airdyne Total Fitness Bike



Meet Your Match.

Control your ride with the Schwinn AD8. Adjust the flywheel resistance to match your fitness level. The air resistance provides a smooth, consistent ride.


Take charge of your program with our precision monitor.

Adjust the seat and handlebars to fit your body.

Includes 180 lbs. of free weights, 180 lbs. of resistance, and 180 lbs. of heart rate monitor.




Meet Your Match.



Schwinn AD8 Airdyne Total Fitness Bike


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POS Concepts: Brick & Mortar



Ceiling Hanger



Handlebar POP



THANK YOU